

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the Application of: Frank Duane
LORTSCHER

Application Serial No: 10/762,466

Filing Date: January 23, 2004

Title: System and method for generating
transaction based recommendations.

Docket No.: 3029-101

Customer No.: 6449

Group Art Unit: 3695

Examiner: Linda C. PERRY

Confirmation No.: 5460

AMENDMENT AND RESPONSE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed April 21, 2009, please enter the amendments and remarks, contained on the following pages which are summarized below.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 18 of this paper.